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Marketing Innovation in Sports

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Abstract:

The marketing channels of communication in sports with children with special needs are rather challenging tasks for everyone who wants to research this topic. It is irrelevant whether the researchers are economists, special educators, or physical education teachers. It is a unique challenge for economists to underline the connection between marketing, especially marketing in sports, and encourage children with special needs to participate in sports activities today. The authors believe that it is possible to contribute through marketing activities and that every marketing activity should have this kind of contribution, especially marketing in sports. Furthermore, we will show how various integrated marketing channels of communication can contribute to bringing this particular population to sport today.

Keywords: marketing, marketing in sports, children with special needs, communications.

体育营销创新

摘要:

与有特殊需要的儿童进行体育交流的营销渠道对于想要研究该主题的每个人来说都是相当具有挑战性的任务。研究人员是经济学家、特殊教育工作者还是体育教师都无关紧要。强调营销之间的联系，尤其是体育营销之间的联系，并鼓励有特殊需要的儿童参加当今的体育活动，这对经济学家来说是一项独特的挑战。作者认为，通过营销活动做出贡献是可能的，每一个营销活动都应该有这种贡献，尤其是体育营销。此外，我们将展示各种整合营销传播渠道如何有助于将这一特定人群带入当今的体育运动。

关键词: 营销、体育营销、有特殊需要的儿童、通信。

1. Introduction

This work is about a topic that has not been often

researched in today's sports marketing domain, especially in these regions. The basic hypothesis that

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we will try to prove involves certain marketing channels in sport and their impact on children with special needs and their participation in sport. At the very beginning, we will focus based on marketing in sport, children with special needs, and sport today. Our work will convey various marketing channels used by children with special needs and their parents while choosing a sports club or a sports organization for their children.

Reid, O'Connor, & Lioyd (2003) conducted research, adapting motor activities to each individual child, adapting props, and exercising space. Using balls of different sizes, colors, weights, and shapes, running different distances reduces the volleyball net height and basket height.

In 2008 Suzić studied the inclusion of children with disabilities in regular school. This study has influenced the term inclusion in numerous international documents, legal and legal acts, and professional and scientific papers in recent decades.

Explaining inclusion as a process of including students with disabilities in regular school is the most common and the narrowest conceptual context of understanding inclusion.

In Stubss study (2002), the problem is not in the child with developmental disabilities but in a society that has done little to adapt to those disabilities. The various difficulties that people with developmental disabilities face often did not arise directly from the disability itself but rather from the barriers they encounter in the daily life of school and society.

In the Durković study (2011), a large amount of relevant, science-based user content was filtered, collected, and delivered in a context useful to people who built connections with other people, products, and brands, build a community around it.

In the Itman study (2004), marketing involves advertising, sales promotion, direct mail, and direct sales. Marketing and promotion together include various elements such as promotional videos or jingles, printed ads in radio/TV guides and newspapers, outdoor and other billboards, Internet sites, special products for listeners and subscribers, unavoidable car stickers, public promotional activities, and media relations.

2. Working Methodology

The research for this work has mainly been done in the field by visiting the primary schools for children with special needs, special primary school (SPS) Dragan Kovačević, SPS Dušan Dugalić and SPS Stefan Dečanski.

This research included an open-ended questionnaire, the number of subjects was 312, the parents of the children going to the schools mentioned above. The aim was to discover which marketing channels of communication can contribute to the greater engagement of children with special needs in sport and sports activities. This research was taken during September and October 2018. The descriptive statistics

methods were used while analyzing the data, one-sample t-test, unifactorial univariate analysis variance for unrepeated or repeated measuring, and Chi-squared test. The content of the sports and physical activities, which were mentioned by the tested, was also analyzed to categorize sports. All the conducted analyses are shown in detail in the next part. Previous research in Serbia from this field is not the subject of this work since they have not been done yet. The conducted studies referred to the classification of children with special needs and their problems and the choice of sports activities they have chosen accordingly.

3. Results and Discussion

3.1. Sports, Sports Organization and Children with Special Needs

Linguistic terms describing people with disabilities represent an ever-lasting problem for the researchers. The universal agreement has not yet been made. However, the majority agrees that it is vital to avoid terminology which can be offensive, detractive, or discriminating against people with disabilities. Today we mostly use the terms people with disabilities, children with developmental problems, and today's newest term, children with special needs.

It was a common practice to use the following terms (and still is):

- 1) handicapped (Rajović, 2004, 9);
- 2) children with developmental disorder/problems – all the children with learning problems or difficulties which can be the result of the disability or some other untoward circumstances, and therefore needing help and support (Lazor, 2008);
- 3) people in need of special social support – people who have certain difficulties during some developmental period; however, their needs differ, and therefore, the help they need differs as well (Radoman, 2003).
- 4) children having developmental problems – various groups whose somatopsychic variations distract approximately the adaptive abilities. This term applies to children with various disabilities and children with disharmonic development of psychomotor system structures. Children with some organ damage or organ disfunction also belong to this group since they require a special rehabilitation treatment to diminish the disability or even remove the disability eventually (Jašarević, 2015).

When we talk about the children's functional and developmental problems, we can mention the widely accepted classification by the research team OECD/CERI. It consists of six categories/classes of functional disorders:

- 1) sensory processing functioning disorder (vision disorder, hearing disorder, tactile sensory disorder, pain, touch, movement, and balance);
- 2) mixed ability: cognitive, intellectual, perception disorders and attention function disorder (a mental

disorder of all degrees, learning disorder, speech dysfunctions, attention distraction-various levels, oculomotorius perceptual disorders, and so on.);

3) muscle control disorders (especially those which limit or unable to walk, direct communication, or child's communication with the surroundings);

4) physical health disorders (child's metabolic or physiological disorders);

5) emotional disorders and behavioral, organizational disorders (situational emotional and behavior disorder, hyperactivity and hyperactive behavior, neurosis, psychosis, autism, behavior changes caused by the nervous system damage and emotional changes);

6) the external factor that can impact the child and its development and function in the ability borders (dysfunctional or chaotic families, families with unaccepted parent social behavior, child abuse, severe forms of material, social and cultural rudimentary family development, and so on.) Sport and physical activity represent factors that positively impact the quality of life, health, mental stability, motivation, and self-esteem. It applies to the specific population but also the people with disabilities. The sport involves the possibility of learning and skill developing, taking risks, diminishes disease risks, and furthermore helps building and maintaining social relationships. The physical practice is the basis of sport, but not the primary one, nor the only quality of sport itself. The physical practice is an operational activity that has an educational character primarily. People with developmental problems or disabilities represent a highly heterogeneous group, including a wide range of the remaining abilities, visible disorders, and various physical practice and activity possibilities and sport. However, the goals of these activities are given within the activities' borders. World Health Organization (WHO) defines disability as restricting, diminishing, or losing some abilities to perform a certain physical activity.

3.2. Marketing Communications and Sport for Children with Special Needs

At the beginning of this part of the research, we will define sports organizations as non-profit ones whose basic goal is weak. The organization often has a local monopoly, so the amount that the client pays represents a rather small part of the fund. If an executive assistant has a strong dedication to work or the cause, this can undermine his loyalty to the organization which employs him. The resource providers can get into the internal management of the organization.

This chapter will look into numerous theoretical questions that apply to the basic characteristics of marketing in the service sector and non-profit sector, sports marketing, and we will lay out the main characteristics and distinctions of contemporary sports organizations.

The market business principles, decentralization, autonomy, and so on make the sports environment and

its functioning even more complex. Sports organizations begin to apply marketing concepts and methods in their business, and there is a different perspective of sport as a type of service with all its distinctions. The accent is on the communication and active user participation of the services. The benefits of strategic marketing are multiple: identifying all target groups in organization activities and securing financial stability, lowering the operating costs, forming the environmental communication program, and establishing public support and trust. In today's social media/internet era, it is in human nature to embrace technology development, making our mutual communication easier (Dollinger, 2015).

Abeza and coauthors (2015, 2017) found a way to use social media as an efficient tool for improving the communication and relations between buyers and fans. The market for sports products and services covers:

- sports organizations collaborate and compete at the same time;

- sport consumers are often considered to be experts, partially because of the unpredictability of sport itself and partially due to the strong individual identification.

Sport product:

Every product has a specific meaning which makes it different from the other products. However, it has a wide range of characteristics that can influence the marketing strategy and certain instruments used to draw and satisfy the demand (Constantinescu, 2011).

Although the approaches of studying the strategic marketing application differ, their use in the non-profit sector depends on the presumption that the legalities from the commercial sector can be taken verbatim.

Every modern marketing strategy has several items as its starting point: product, price, distribution, promotion.

Although the marketing mix represents the basis of every plan, it is not a rare case to find this particular question in sports marketing: how to apply all the elements, since all the terms refer to sales and commercial marketing.

Price strategies in non-profit organizations can complete different organization goals (Milisavljević, 2017).

According to some theoreticians, personal communicative skills are called direct marketing since it is about the direct interpersonal communicator (the bidder) addressing the recipient (Jokić, 2012)

They can adapt the marketing offer to the special needs of every consumer, negotiate the terms of sale, or build long-term personal connections with the key decision-makers (Kotler, 2017).

The following data will additionally confirm the importance of the marketing content:

According to the research results, 80% of the decision-makers prefer to obtain the information (through the articles) from the organizations they buy products from. On the other hand, only 20% of the decision-makers give an advantage to the advertisements (Rakić, 2013). Online marketing results

from using the information technologies in traditional marketing, and therefore, it has some innovations as well (Accenture, 2013). The Internet raises the efficiency of the existing marketing functions and represents a new distribution channel (Cheverton et al., 2008). The buyers are in focus. They have become more demanding, either as an individual or as a company (Domazet, 2016):

- the geographic location is no longer a problem in cooperation between buyer and seller.
- online communication is 24/7 because of Internet development.
- with the progress of digitalization, databases are the key factor for success (Domazet 2016)
- the focus is interdisciplinary now since the marketers have to understand the technology they use (Domazet 2016).
- the discontent of the children who regularly participate in some sports activities (Bižić, 2020).

We will first pay attention to the sports activities which children who regularly participate in sport choose. The analysis of all the sports activities has been done to have insight into this topic. It included all the activities and sports the respondents have named (regardless of whether they are currently participating in them). This analysis has shown that sports activities can be divided into individual and team activities. The individual ones can be independent or interactive.

The independent sports activities, or sports, do not acquire any interaction with some other person. Sports such as archery, hammer throwing, running, hurdle skipping are the ones that can be performed independently, without coordination or interaction of other people (from each team or not), except the trainer/coach or any other similar person.

The interactive individual sports activities are done in coordination and interaction with other people, but the activity itself does not require coordinated performance within the team. Taekwondo, aikido, dance, tennis belong to this sport (sports activities) since the person is supposed to react and coordinate his/her activities with a partner or an opponent, not with his/her team.

The team sports activities are those in which a person is a member. Still, he/she must be coordinated with other team members in the activities and react and interact with the activities of the opposing team. Football, basketball, and volleyball are the best examples of these sports activities. We can see the distribution of the sports activities for children, who regularly participate in these activities, in the following table.

Table 1. Contentment with different aspects of training and the level of importance it has for children

Variable	M	SD	t ¹	df	p	Intensity
Trainer's treatment	4.93	0.26	55.536	55	<0.001	Extremely content
Other children's treatment	4.80	0.45	29.297	53	<0.001	Extremely content
Apartment distance	4.26	1.16	8.238	56	<0.001	Very content
Possibilities and conditions	4.65	0.74	16.739	56	<0.001	Extremely content
Fee	4.82	0.51	26.812	55	<0.001	Extremely content
The importance of training	4.91	0.29	49.693	55	<0.001	Highly important

¹ Test value = 3

Almost 80% of children who practice sports regularly take part in individual independent sports. Due to the small number of children currently at sport, especially individual or interactive or even team sport, there is no point to test the gender differences among the types of sports activities. However, the findings imply that the other hypothesis of this work is confirmed – over 90% of children who are regular at sports practice individually, and almost 80% practice individual sports activities independently. The table gives the relation within the club or organization and those who practice sport individually. The number of children in clubs or organizations is rather bigger – 86% of children. Although it is possible to check the unfulfilled expectations of children for sport, those who regularly participate but not in clubs and organizations since we have only eight participants, which is not a valid sample for the entire population of children, it is decided not to do the analyses separately for this group of children.

In the following tables, we can see the training duration and the weekly training dynamics of children who regularly participate in sports activities in clubs or organizations. About 88% of children have sports activities twice or thrice a week, more than 50% are in the sport between one and four years.

The analysis was taken to test the various aspects of fulfilled expectations of these children to see if there was some kind of unfulfilled wish in clubs or organizations. Furthermore, the degree of the sport importance was analyzed. The tables show the various levels of fulfillment and the importance of training for both genders and children who train in different sports. Since we have only three children who train team sport in a club or organization, they are not included in further analyses since the subsample is small for the broader population.

Table 2. Training different sports and the differences in the contentment and the importance of training

Dependent variable	F	df1	df2	p	η ²	Group differentiation			
						Sex	M	SD	Outcome ¹
Trainer's treatment	0.587	1		0.447	0.011	1. indep. ind.	4.95	0.21	1 = 2
						2. int. ind.	4.89	0.33	

Other children's treatment	2.462	1	0.123	0.048	1. indep. ind.	4.74	0.50	1 = 2
					2. int. ind.	5.00	0.00	
Apartment distance	0.215	1	0.645	0.004	1. indep. ind.	4.24	1.25	1 = 2
					2. int. ind.	4.44	0.73	
Possibilities and conditions	0.774	1	0.383	0.015	1. indep. ind.	4.67	0.74	1 = 2
					2. int. ind.	4.89	0.33	
Fee	1.434	1	0.237	0.027	1. indep. ind.	4.77	0.57	1 = 2
					2. int. ind.	5.00	0.00	
The importance of training	1.110	1	0.297	0.021	1. indep. ind.	4.89	0.32	1 = 2
					2. int. ind.	5.00	0.00	

* Velsh's test was used

¹ Only differences are stated

When we talk about the differences in contentment and the importance of training for children engaged in various sports activities, practically, there is no difference. On the other hand, boys and their parents are less content with the trainer's treatment; however, these values are still in the range of high results, both with boys and girls. Apart from this, boys and their parents are less content with the distance from their apartments, and again their content is within the high result and their parent's rather high.

Based on the given analyses, we can conclude that regular participation in sports activities is rather important for children in sports clubs or organizations. However, the level of contentment with various sports aspects is rather high for children in different sports, disregarding the sex. This fact concludes that children who regularly participate in sports activities in clubs or organizations have no particular discontent or needs. They represent a poor audience for sports clubs and organizations that wish to motivate children with special needs – the discontent of the children who are not participating in some sports activities.

Making children who do not regularly have some sports activities a good audience for sports clubs and organizations is not enough to accept that they do not train any sport yet. They must have a strong discontent with the fact that they are not in any sport. The next table analyzes the level of this discontent (wish to be in sport) and the significance of being a part of the sports activities.

According to the given analysis, we can conclude that children with special needs who do not regularly participate in sports activities strongly wish to train in some sport. The third hypothesis has been confirmed because most of the children would like to train a sport or participate in some similar activity.

Sports organizations always tend to rely on blunt assessment, observation, and indoor research, for all of which there is no market information system. The goal

of this research would be to unite all these important facts in one coherent entity: information, which above all, would be helpful in making the decisions. MIS represents more than a system that collects information; therefore, it can be defined as a continuous and interactive process of people, equipment, procedures. This process will connect, sort, analyze, evaluate and distribute relevant, timely, and accurate information, which marketing decision-makers would use to improve marketing plans, implementation, and control (Kotler, 2017).

A sports event and a competition define the stable position of a sports organization in sport, social and economic environment. First of all, the concept of culture in this study is operated as the cultural background of the respondent. Since it is perhaps the loss of the robust intercultural model, the defined cultural groups could hold strong individual differences. (Hemant, 2014).

The social structures are defined as the division of the social members according to the hierarchy of various structure statuses. Therefore, every structure member has the relatively same status, and the members of other structures have higher or lower status.

Belonging to a certain social structure usually serves as "a frame of references-indicators" (referential groups) for developing points of view and consumer behavior (Rakić 2010). Also, parents of the children mentioned have a strong wish that their children train some sport regularly. They believe this would bring great benefit to their children. This observation confirms the fourth hypothesis-most parents who have children with special needs would like their children to train in some sport regularly.

While liveliness can be understood as a richness in the sense of stimulating various senses in people, the interactiveness can be applied to consumer's influence on the form and media content in an environment. (Pletikosa Cvijić and Michahelles, 2013). The unique

distinctiveness of marketing services is made of the interactions between distinctiveness and the recipient of services. The successful interaction depends on the employee's competence to give the successful advice and gain satisfied and loyal consumers in return. This distinctiveness brings us to a conclusion that marketing services apart from external marketing (price creation, distribution, and service promotion) require an internal, integrated relationship and socially responsible marketing, i.e., one holistic approach to marketing (Filipović, 2010).

Kaplan and Haenlein (2010) use the more precise technique for classification based on social networking in two axes: one axis is for social presence/media richness and the other for self-presentation and self-disclosure. This categorization results in six different categories:

- 1) blogs;
- 2) collaborative projects;
- 3) virtual social worlds;
- 4) virtual game worlds;
- 5) content communities;
- 6) social networking sites.

4. Conclusion

All the above mentioned represents a great value for researching this topic which has neither been enough explored by our audience nor has received the deserved attention. This work is limited to researching the primary school population for children with special needs in education. Most European countries tend to focus on obtaining data from this group, the primary school children.

No one has yet been working on connecting the innovative marketing channels of communication and their services. No one has underlined the importance of bringing sport closer to this group of children and their parents and motivating them to participate more in sports activities by using the marketing channels. There are two groups of factors that have made this new concept in marketing communication possible: market factors and technological factors. The significance of physical activity and sport for children with special needs is enormous. Modern defectology says there is no person with special needs who cannot be included in any kind of physical exercise or sport; there can just be the unfitting adaptation of training or any other part of the training process today.

Poor positioning of sports for children with special needs, sports activities of children with special needs in general, opened space for research on this topic, finding importance in applying modern integrated marketing communication channels to encourage children with special needs to become more involved in sports activities in Belgrade.

This research determined the effect of integrated marketing communication channels on children with special needs to become more involved in sports activities in Belgrade. Based on the results of the

research, the following results were obtained. Far more are those children who engage in sports activities within a club or organization – as many as 86% of children.

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